# HENRY CASTILLO

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## USER EXPERIENCE DESIGNER SUMMARY

- Data-Driven User Experience Designer with 2+ years of experience improving user experiences through digital products for organizations like Archives of American Art (AAA), New York City Department of Design & Construction, and New York City Public Schools.
- User-Centric Strategist with 7+ years of experience optimizing customer engagement and driving business growth in the fitness industry.
- Experienced in qualitative and quantitative research methodologies, user interviews, surveys, and usability testing.
- Redesigned the donation page interface to enhance usability and visual appeal, proposing 4 features through 8+ mock-ups and one high-fidelity prototype.(Case study link here)
- Adept at creating detailed user personas, journey maps, and actionable insight to inform design decisions
- Proficient in Python and TypeScript, using frameworks and tools such as React, Pandas, Numpy, Matplotlib, and Jupyter Notebooks.

## PROFESSIONAL EXPERIENCE

**Center for the Integration and Advancement of New Americans (CIANA)**          New York, NY
*Product Design & Data Analysis Intern*          *April 2024 - Present*

- Conducted and recruited 20+ participants for user interviews and surveys to gather insights on user behavior, preferences, and frustrations, which were used for grant reports.
- Analyzed qualitative and quantitative data using tools such as Python and Pandas to identify patterns, contributing to report writing and saving 50+ hours previously spent using Excel.
- Proposed and currently developing an internal tool with backend development in Python and frontend dashboard creation in TypeScript React, aimed at enhancing data visualization capabilities of over 15,000+ clients to streamline organizational insights.

**Center for Digital Experiences at Pratt Institute**          New York, NY
*UX Designer*          *September 2022 - December 2023*

- Collaborated with 6+ UX/UI designers on client projects, focusing on user research, testing, wireframing, prototyping, and delivering high-fidelity designs.
- Improved donation page flows for the Archives of American Art Website by conducting tree testing, user interviews, and surveys with 20+ participants, analyzing data for 50+ hours.
- Redesigned the donation page interface for the Archives of American Art Website, optimizing user flows and calls-to-action, and proposing 4 new features through 8+ mock-ups and a high-fidelity prototype.
- Enhanced public awareness for the NYC Department of Design & Construction by working with 2+ stakeholders to define project goals and user needs.
- Delivered 10+ prototypes and wireframes for the NYC Department of Design & Construction, refining designs based on feedback from 6+ user testing sessions.

**40 minutes Fitness**          Bogota, CO
*Strategic Growth Manager*          *June 2015 - January 2022*

- Conducted market analysis and competitive research to identify market trends and opportunities for product innovation, resulting in 5 new market opportunities and the development of 3+ new products.
- Built and managed a team of 20 members over three years, emphasizing strategic recruitment, training, management, and long-term staff retention.
- Applied design thinking to develop innovative solutions and optimize product experiences for over 500 customers.

## EDUCATION

**Master's Degree (MS) in Information Experience Design**          New York, NY
*Pratt Institute*
**Bachelor's Degree (BS) in Industrial Engineering**          Bogota, CO
*Universidad El Bosque*

## INTERESTS

Tennis (Currently training to improve level from 3.5 to 4.5 and looking forward to the US Open), Reading (Currently reading "The Design of Everyday Things" by Don Norman), Coding (Practicing data structures through Leetcode), Food (Coconut rice, Fried Plantain, and Arepas are in the top list), Soccer (UEFA Champions League is the preferred league to watch), and the New York Yankees.